

FIG. 1

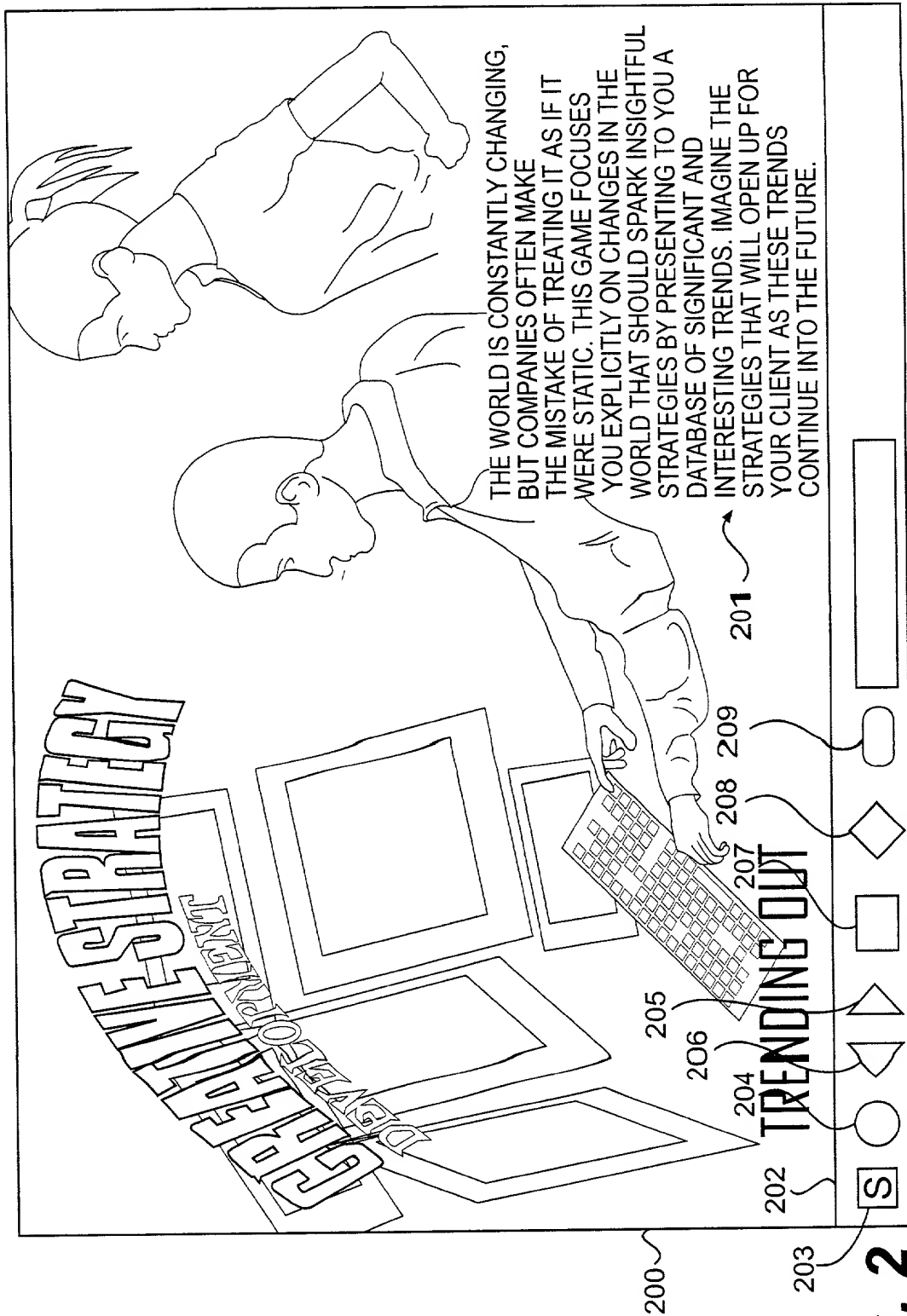
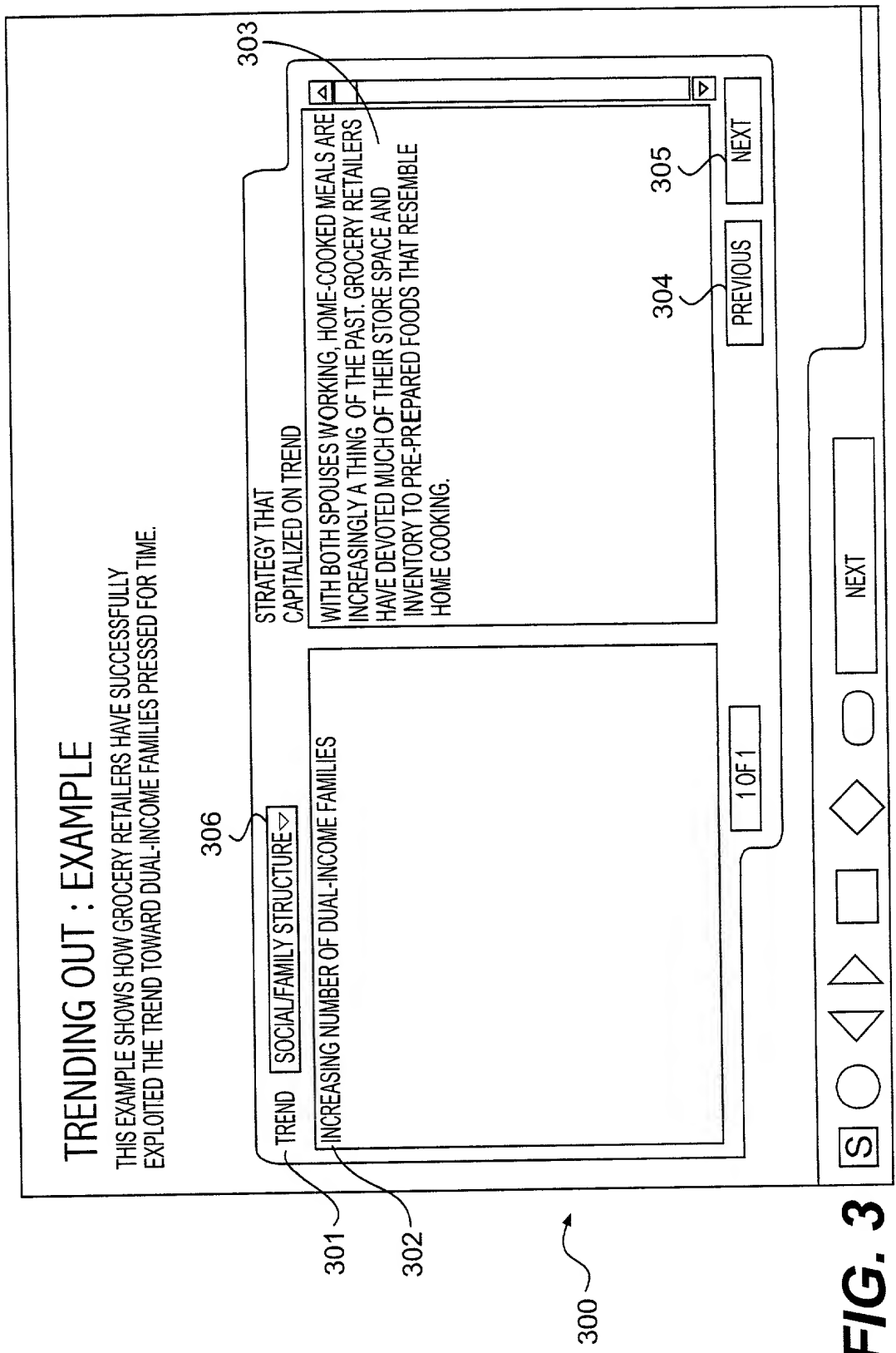
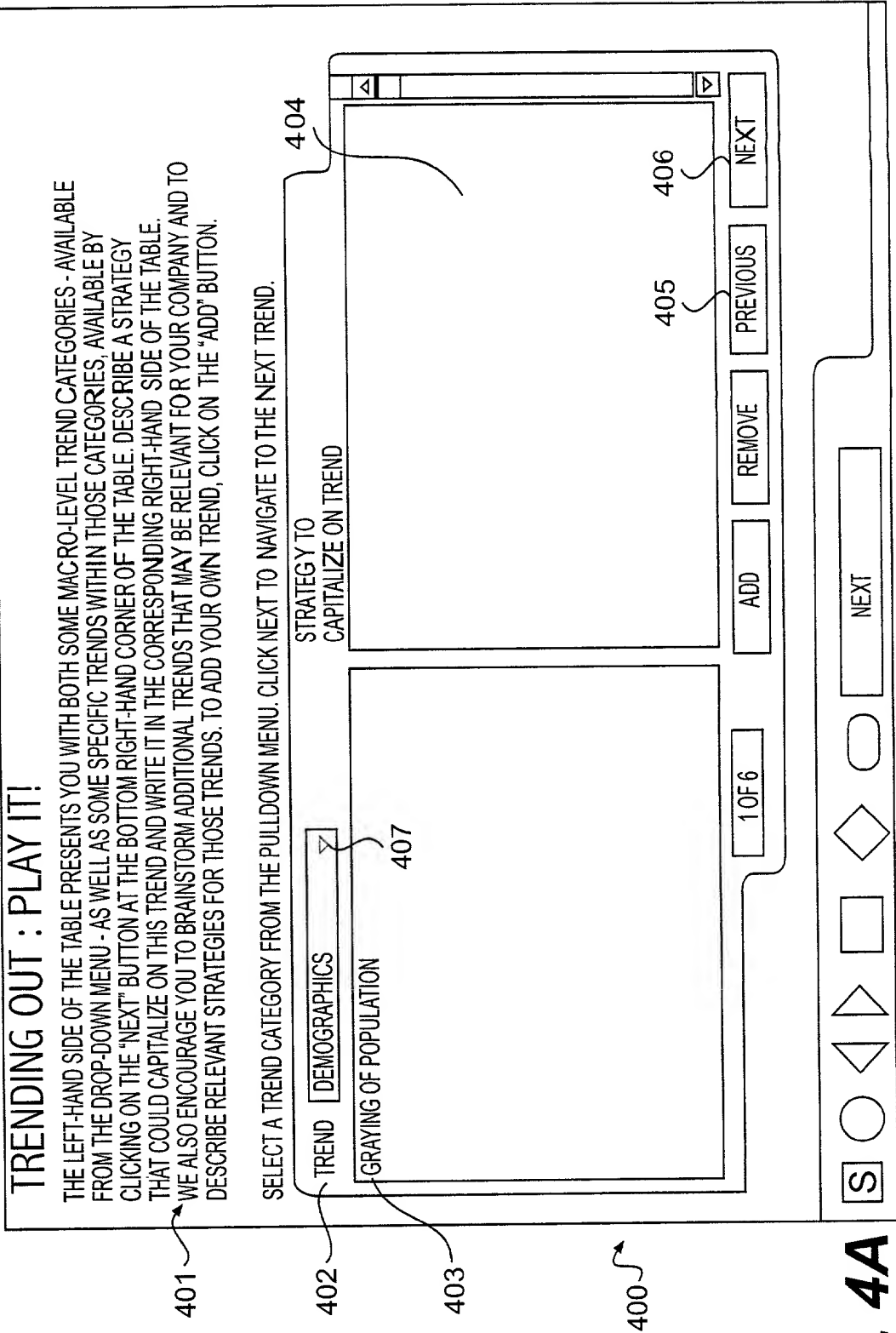


FIG. 2





TRENDING OUT : PLAY IT

THE LEFT-HAND SIDE OF THE TABLE PRESENTS YOU WITH BOTH SOME MACRO-LEVEL TREND CATEGORIES - AVAILABLE FROM THE DROP-DOWN MENU - AS WELL AS SOME SPECIFIC TRENDS WITHIN THOSE CATEGORIES, AVAILABLE BY CLICKING ON THE "NEXT" BUTTON AT THE BOTTOM RIGHT-HAND CORNER OF THE TABLE. DESCRIBE A STRATEGY THAT COULD CAPITALIZE ON THIS TREND AND WRITE IT IN THE CORRESPONDING RIGHT-HAND SIDE OF THE TABLE. WE ALSO ENCOURAGE YOU TO BRAINSTORM ADDITIONAL TRENDS THAT MAY BE RELEVANT FOR YOUR COMPANY AND TO DESCRIBE RELEVANT STRATEGIES FOR THOSE TRENDS. TO ADD YOUR OWN TREND, CLICK ON THE "ADD" BUTTON.

SELECT A TREND CATEGORY FROM THE PULL DOWN MENU. CLICK NEXT TO NAVIGATE TO THE NEXT TREND.

TREND	STRATEGY TO CAPITALIZE ON TREND
<div> <div>DEMOGRAPHICS</div> <div> GRAYING DEMOGRAPHICS ENVIRONMENT/ECOLOGY LIFESTYLE WORK/LIFE/ENVIRONMENT MEDIA/INFORMATION FAMILY/SOCIAL STRUCTURE POLITICAL SYSTEMS EDUCATION MOBILITY MEDICINE/HEALTH VALUES/IDEOLOGY BUSINESS ECONOMICS TECHNOLOGY </div> </div>	

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ADD REMOVE PREVIOUS NEXT

FIG. 4B

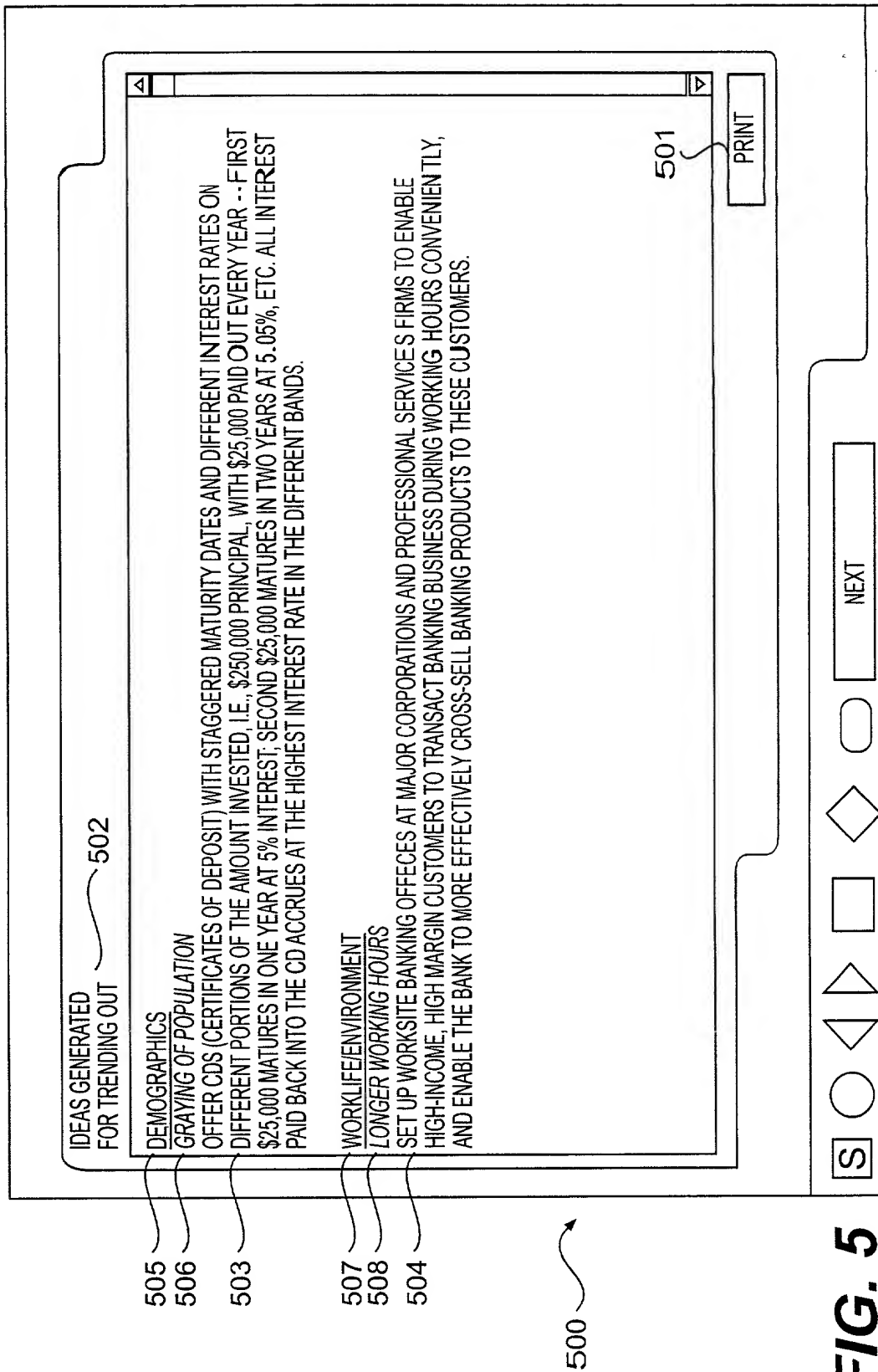


FIG. 5

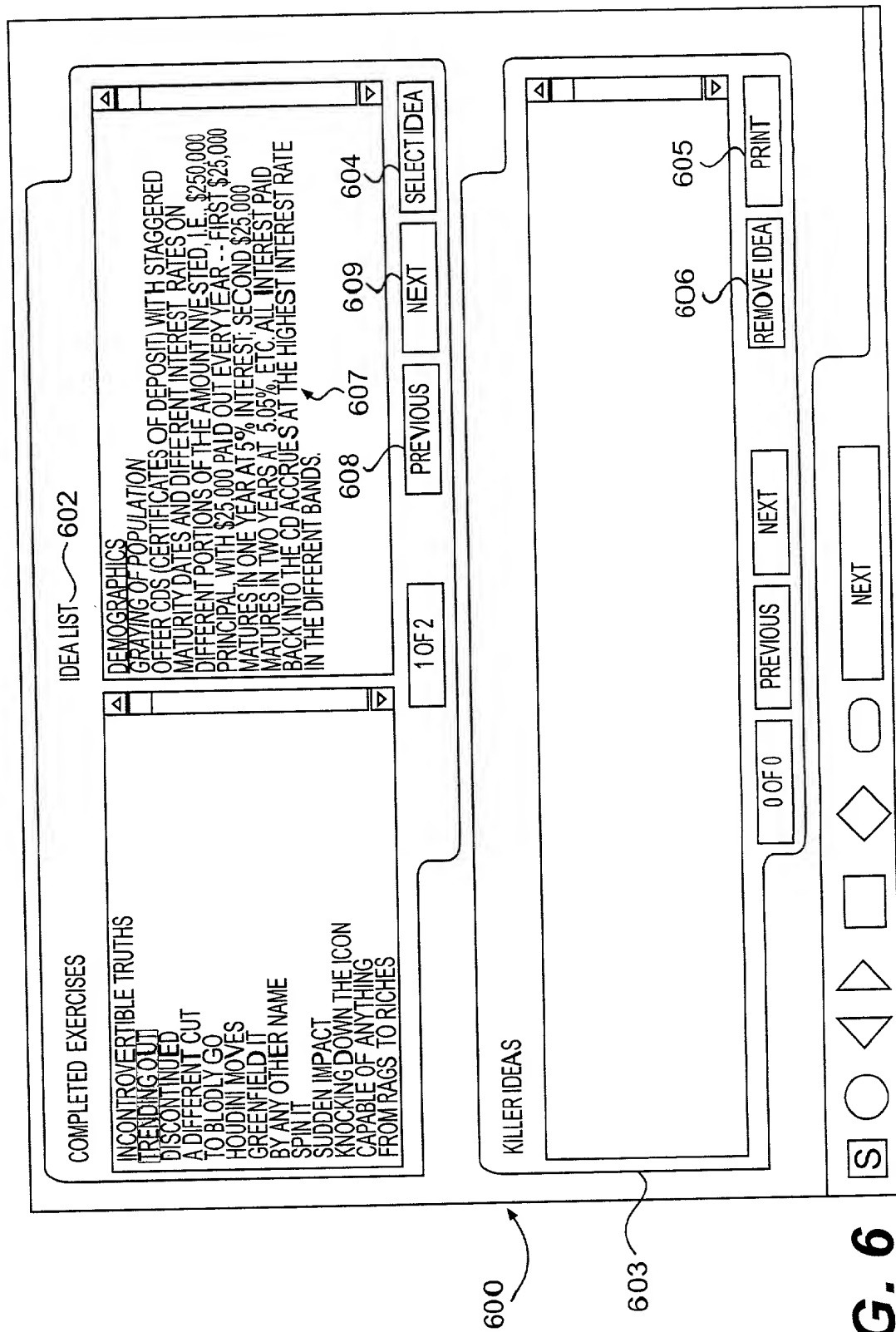


FIG. 6

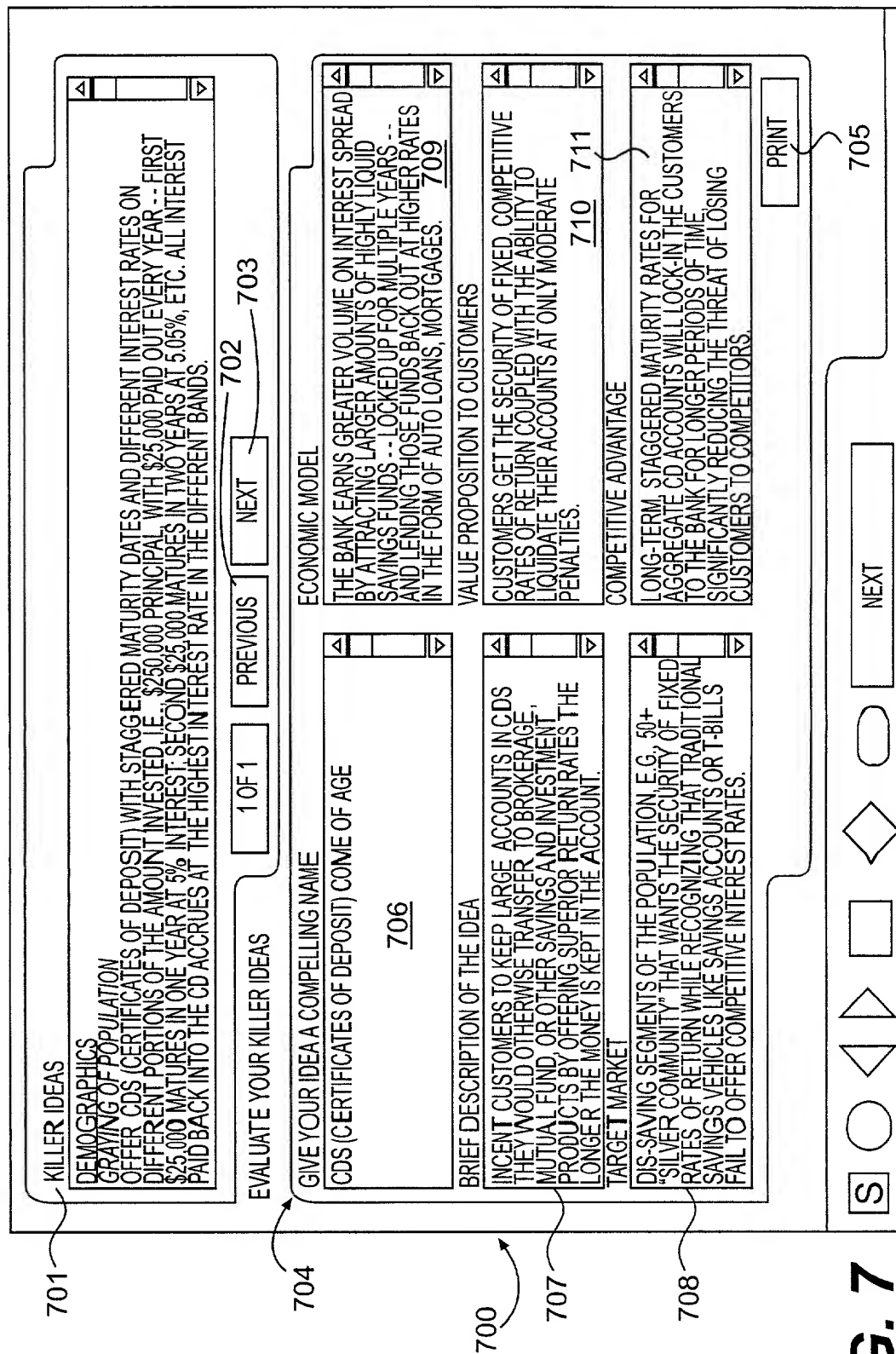


FIG. 7

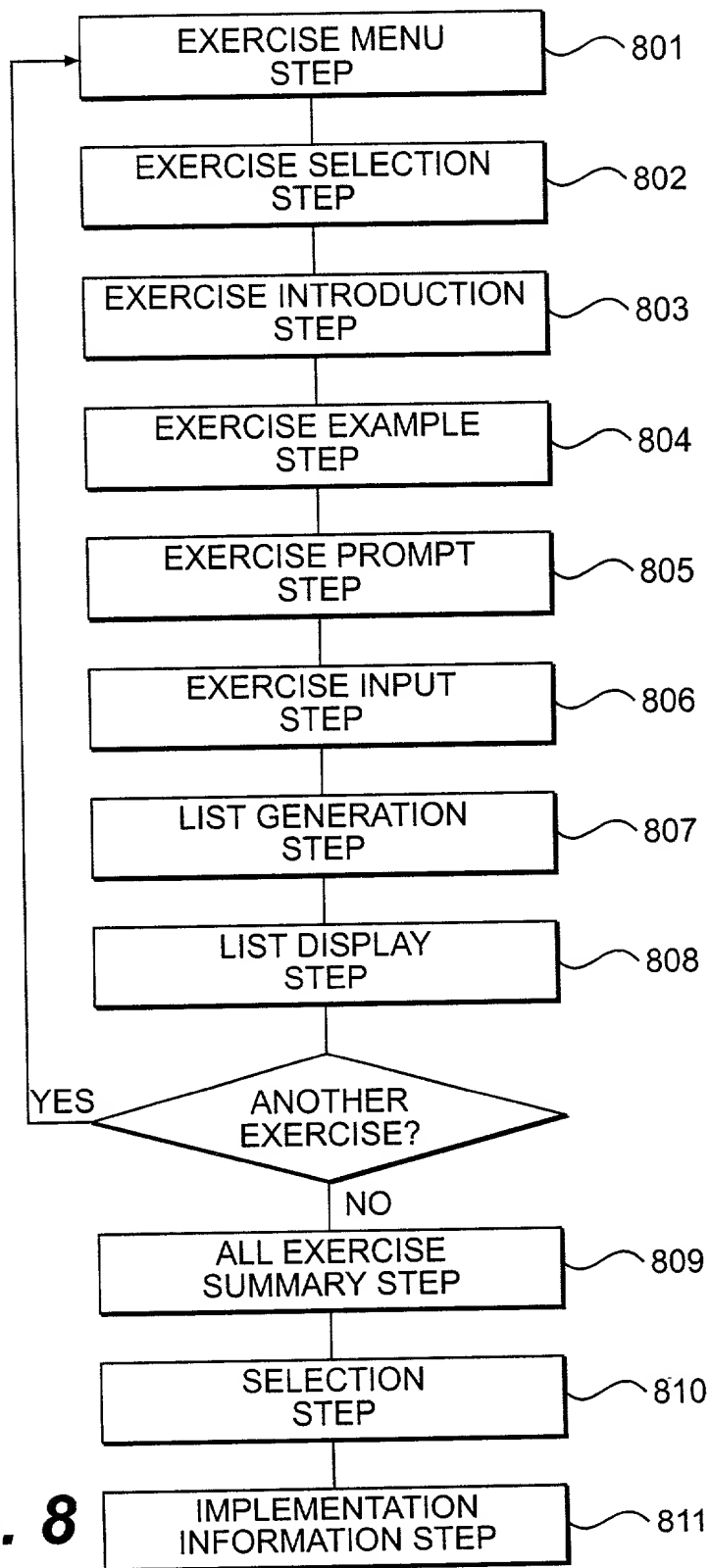


FIG. 8

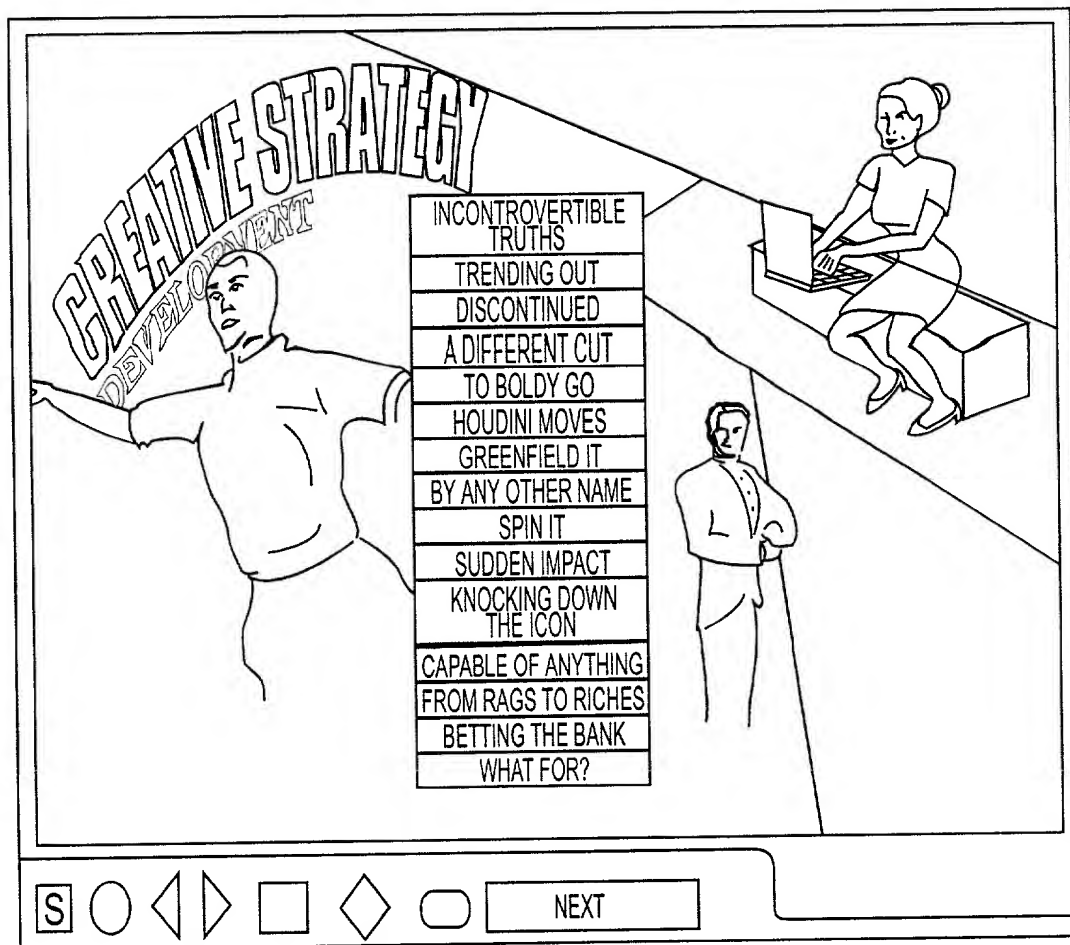


FIG. 9

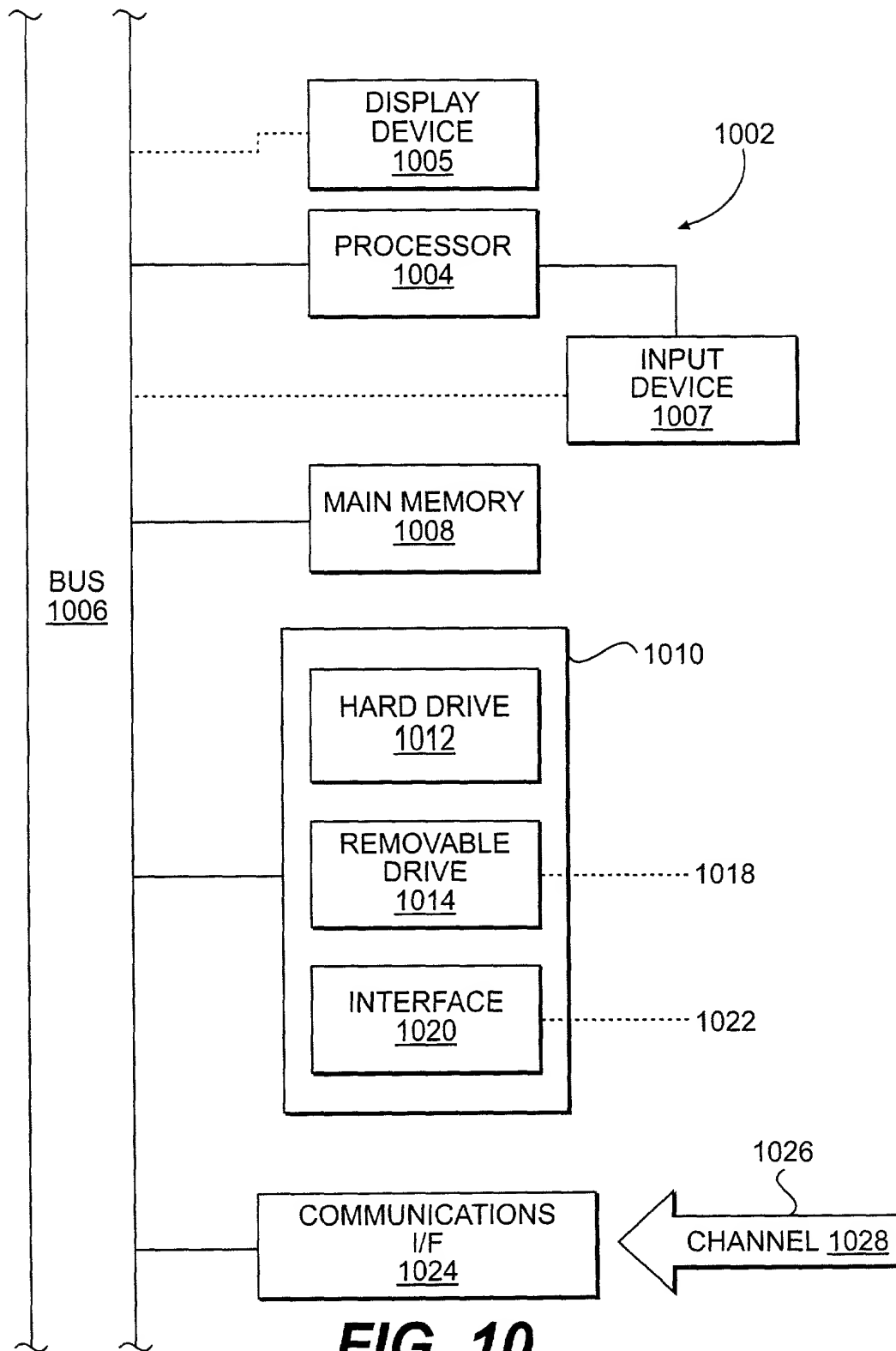


FIG. 10